

NAACP EXHIBIT 35

<u>Federal Communications Commission</u>	
Docket No. <u>94-10</u>	Exhibit No. <u>35</u>
Presented by <u>NAACP</u>	
Disposition	Identified <u>6/21</u>
	Received <u>6/22</u>
	Rejected _____
Reporter <u>BARBARA WOOD</u>	
Date <u>6/21/94</u>	

TITLE: BUSINESS MANAGER

DEPARTMENT: ADMINISTRATION

REPORTS TO: DIRECTOR OF ADMINISTRATION

PRIMARY RESPONSIBILITIES: In keeping with Synodical policies provides for managerial planning and control through formulation of accounting and costing standards and procedures, preparation of financial statements, cost controls, maintenance of books of accounts, custody of Station funds and securities. Supervises the Building maintenance and provides for the purchasing of all Station supplies and materials and subsequent inventory control. Supervises the use and control of Computer equipment. Develops formats and programs for the efficient use of data processing equipment in order to provide additional management tools.

TYPICAL FUNCTIONS:

I FINANCIAL AND CASH MANAGEMENT

1. Deposit of funds in Banks or Savings Institutions.
2. Payment of Station obligations through proper disbursement procedures.
3. Maintains records of cash transactions.
4. Management of petty cash and bank balances.
5. Forecasts disbursements.
6. Maintain a system of accounting and cost reports to assist management.
7. Prepares prescribed financial reports according to established schedules.
8. Assists in the preparation of annual budgets.
9. Prepares reports to Governmental agencies.

II PURCHASING

1. Negotiates or arranges for the purchase of all material, equipment and supplies.
2. Secures quotations and places purchase orders.

**TITLE:** Assistant to the Business Manager

**DEPARTMENT:** Administration

**REPORTS TO:** Business Manager

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**PRIMARY RESPONSIBILITIES:** Shall assist the Business Manager through the use of the computer to provide data processing, reports, filing system and all applicable business transactions. Assist in developing formats and programs for the efficient use of data processing equipment in order to provide additional management tools. Through the use of the computer to keep track of donors and prospects lists and print receipts and thank you letters. Print financial statements and keep track of the business affairs of the station in accordance with adopted procedures.

**TYPICAL FUNCTIONS:**

1. Assists in General Ledger transaction entry.
2. Maintain formats for Financial Statements and reports.  
Generate such Financial Statements and Reports.
3. Maintain Donors records.
4. Maintain various mailing lists.
5. Generate Donors receipts and thank you notes.
6. Generate mailing labels as required.
7. Assist in developing any additional accounting, record keeping, data processing, that the station determines to be necessary or advantageous.
8. Assists in weekly System back-up.
9. Assists in formatting computer discs.
10. Assists in maintaining the copy machine.
11. Serves as relief receptionist as needed.

**TITLE:** Steno-Clerk

**DEPARTMENT:** ADMINISTRATION

**REPORTS TO:** Business Manager

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**PRIMARY RESPONSIBILITIES:** Performs stenographic and clerical duties as assigned.

**TYPICAL FUNCTIONS:**

1. Assists in the maintenance of donor files and records.
2. Operates various types of office equipment.
3. Assists in the packaging and mailing of materials.
4. Assists in the operation of and programming of the Computer.
5. As assigned does general filing.
6. As assigned may perform relief receptionist work.

TITLE: Receptionist

002421  
DEPARTMENT: ADMINISTRATION

REPORTS TO: Business Manager

PRIMARY RESPONSIBILITIES: Under the general supervision of the Manager - Business Services acts as receptionist to the general public visiting the studios of KFUO. Receives and directs telephone calls and places calls as directed. Working with program guides and logs answers phone requests for program information. Performs typing and other clerical duties as assigned.

## TYPICAL FUNCTIONS:

1. Receives telephone calls and directs to proper recipient.
2. Refers to program guide and logs to answer telephone inquiries regarding broadcast material.
3. Greets visitors to studio and assists them in their objectives.
4. Receives and handles calls answering quiz questions, or wishing to participate in call-in programs.
5. Performs typing and other clerical work as assigned.
6. Keeps reception area in orderly condition.

**TITLE:** Public Relations Director

**DEPARTMENT:** Public Relations

**REPORTS TO:** AM Program Director

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**PRIMARY FUNCTION:** To assist the AM Program Director in promoting and raising funds for Radio Station KFUE and promotes good public relations between KFUE and its various publics. Develops and prepares layouts for promotional and fund raising printed matter, prepares and handles mailings, works with volunteers and performs secretarial and announcing duties as needed.

**TYPICAL FUNCTIONS:**

1. Prepares layouts and edits copy for printed materials.
2. Assists in the arrangement of work to be performed by volunteers and helps supervise their efforts.
3. Develops and prepares statistical reports for fund raising studies and projections.
4. Does announcing and production as needed.
5. Performs clerical and secretarial functions as needed.
6. Represents KFUE as a public relations person during public speaking engagements, at displays and exhibition booths at convention and community events, etc.
7. Serves as a creative writer to prepare public relations letters, press releases, brochures, bulletin inserts, advertisement, fund raising packages, to promote and raise funds for the station.
8. Arranges and coordinates press conferences and provide information (press releases) to both the Christian and secular media.
9. Prepares for and conducts tours of KFUE including being responsible for the readiness of the station for such tours (including the coordination of cleaning, updating of History Room, other in-house displays, etc.)
10. Assists in recruiting and supervising volunteers and interns for the various departments of the station.

**002426**

**TITLE:** Director of News & Public Affairs

**DEPARTMENT:** News & Public Affairs

**REPORTS TO:** AM Program Director

**PRIMARY RESPONSIBILITIES:** Under the direction of the AM Program Director and guided by the broad policies set forth by the Board for Radio Station KFUA, plans, develops and creates news and public affairs programming to fulfill the station's obligations to its listening audience and licensing requirements. Serves as the station's on-air "personality" in the field of news and public affairs. Supervises part-time news and public affairs announcers. Develops and produces programming that will enhance the image of the Lutheran community.

**TYPICAL FUNCTIONS:**

1. Programs daily news broadcasts of both local and national news.
2. Selects sources and develops format for live news broadcasts.
3. Supervises part-time news and public affairs announcers in regard to their scheduling and other activities in relation to their duties.
4. Develops contacts with state and local government officials for on-air interviews as well as providing authoritative sources for public interest programming.
5. Cooperates with Lutheran organizations and area groups to publicize their activities.
6. Keeps abreast of government regulations affecting the broadcast of news and public affairs.
7. Produces specialty programs of general interest or for special interest groups such as Senior Citizens, etc.
8. In addition to news broadcasts, acts as interviewer of dignitaries and/or moderator of panel shows.
9. Develops and schedules "Community Calendar" type programs of interest to St. Louis area listeners.
10. Close consultation and coordination with other departments, offering assistance and utilizing expertise of others in the cause of News and Public affairs on KFUA.

002427

**TITLE:** Announcer - New and Public Affairs

**DEPARTMENT:** News and Public Affairs

**REPORTS TO:** Director - News and Public Affairs

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**PRIMARY RESPONSIBILITIES:** Under the direction of the Director-News and Public Affairs broadcasts daily news programs including public affairs announcements.

**TYPICAL FUNCTIONS:**

1. Scans news-wire copy for suitable material for locally produced news programs.
2. Gives on-air weather reports, temperature readings etc.
3. Working from prepared scripts introduces various programs.
4. As scheduled reads public service and/or affairs announcements and features.
5. Performs other announcing assignments as assigned.



## KFUO//LUTHERAN RADIO

## POSITION GUIDE

TITLE: FM Program Director

DEPARTMENT: FM

REPORTS TO: General Manager

PRIMARY RESPONSIBILITIES: With the approval of the General Manager and within the broadcast 'format' for KFUO-FM adopted by the Board of Directors develops, programs and schedules music programming of highest quality performance and production. Performs announcing, hosting and interviewing duties for both 'live' and delayed broadcasts. Develops and maintains contacts with outside program sources and makes recommendations for purchase of syndicated programs. Works closely with local cultural organizations for the promotion of classical music in general and for possible participation in locally produced programming. Develops formats for program schedules or guides for various publication applications for FM. Serves as contact with Symphony personnel in furtherance of cooperative activities.

Recommends standards for types and categories of music used in religious and worship programming. Offers advice and assistance to all personnel in constant efforts to achieve highest quality music programming.

## TYPICAL FUNCTIONS:

1. Keeps abreast of quality program sources and makes recommendations as to acquisitions.
2. Prepare seasonally and when otherwise requested for the General Manager a review of the format on FM along with suggested improvements.
3. To make scheduling changes of a non-routine or emergency nature when needed on FM and to review all scheduling changes with the General Manager for his approval.
4. Works towards optimum 'live' programming during prime FM hours.
5. Programs and hosts 'live' and tape-delayed broadcasts of concert music including segments of news when live.
6. Except for designated specialty programs sets standards for type and quality of all music programming for FM broadcast.
7. Maintains close contact with packaged program sources to encourage preferential treatment.
8. Assists General Manager in representing KFUO, its goals and objectives to the church and community.

9. Assists the General Manager in reviewing the content of all commercials to maintain the standards set by the Board of Directors.
10. Works toward the promotion of KFUD-FM by coordinating and helping to plan all promotions whether on KFUD or elsewhere with KFUD's standards, format and schedule.
11. Develops format and content of FM program guides and/or schedules for direct mailing or magazine publication.
12. Acts as "Project Manager" for KFUD in conducting the annual Symphony Marathon. Assigns station personnel as needed and sets forth their duties and responsibilities in respect to the Marathon. Works closely with the Symphony Committee in developing the extent of KFUD participation.
13. Trains and supervises assigned Announcer-Programmer personnel and assists in the annual evaluation of their performance.
14. Assists in the preparation of the annual budget in those areas pertaining to FM programming.
15. Assists in the performance evaluation and salary administration of assigned personnel.

TITLE: Announcer-Programmer

DEPARTMENT: FM

REPORTS TO: FM Program Director

002432

**PRIMARY RESPONSIBILITIES:** Under the direction of the Director of Music Programming acts as live on-air host for music programs including the reading of news, weather and special events. Suggests program formats and does programming in keeping with the "Classic" image of KFUO.

**TYPICAL FUNCTIONS:**

1. Announces classical music programs and as 'Host' of such programs.
2. Selects copy for news segments of hosted programs including special events announcements.
3. Programs classical music including scripting, for production purposes as well as own programs.
4. Assists in the maintenance of the record library.
5. Edits library tape programs for re-use.
6. When available and needed acts as 'relief' Engineer.

002433

TITLE: Manager- Production &amp; Traffic

DEPARTMENT: Production-Traffic

REPORTS TO: General Manager

**PRIMARY RESPONSIBILITIES:** Supervises the scheduling of all broadcast material to assure continuity in AM and FM programming. Provides production services for all locally produced programs for local broadcast and/or syndication. Arranges for the timely receipt of packaged syndicated programs and their subsequent distribution. Maintains and controls inventory of tape and recording supplies. As time permits performs music programming and emergency engineer relief.

**TYPICAL FUNCTIONS:**

1. Supervises the formulation and maintenance of program logs.
2. Responsible for documentation of KFUO's compliance with FCC programming rules and regulations.
3. Prepares Master Cassettes of special tapings such as meetings, conventions, interviews, etc., for duplication and sale.
4. Prepares custom order tapes or cassettes of locally produced programs for distribution.
5. Provides necessary production services for KFUO syndicated programs and arranges for dated release.
6. Maintains close contact and cooperation with record pressing company and orders pressings as needed.
7. Maintains classical music library with appropriate indices.
8. As time permits assists in the programming of classical music including scripting.
9. Maintains and controls inventory of tape, cassette blanks, reels and other recording and production supplies.
10. Orders necessary maintenance of recording and studio equipment to assure quality production.
11. Advises and assists others in production problems and techniques.

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12. In emergencies provides Engineer relief.
13. Produces contracts and logs all commercials for KFUD-FM.
14. Prepares monthly performance affidavits for billing for FM commercials.

002435

TITLE: Production Operator - Part Time

DEPARTMENT: Production &amp; Traffic

REPORTS TO: Manager - Production and Traffic

PRIMARY RESPONSIBILITIES: Under the supervision of the Manager - Production and Traffic performs duties required in the production of various types of locally produced programs.

## TYPICAL FUNCTIONS:

1. Dubs from tapes, discs and cassettes onto master reels for produced programs.
2. Assists in the re-cycling of tape and stocking of tape inventory.
3. Duplicates and labels cassettes as assigned.
4. Prepares tapes and records for mailing.

**TITLE: Chief Engineer****DEPARTMENT: Engineering****REPORTS TO: General Manager**

**PRIMARY RESPONSIBILITIES:** Within the limitations imposed by F.C.C. rules and licensing, supervises the installation, operation and maintenance of broadcast equipment to produce high quality sound transmission. Supervises and trains control board operators and/or engineers as assigned. Maintains studio and portable equipment to a state of constant readiness. Arranges for necessary installation and hook-ups for 'live' broadcasts of area church services. Maintains inventory of spare parts and equipment and maintains Laboratory in neat and orderly condition.

**TYPICAL FUNCTIONS:**

1. Prepares schedules, assigns and supervises Engineers.
2. Develops and implements preventive maintenance programs for all broadcast and studio equipment.
3. Keeps abreast of technical developments in radio broadcasting and makes recommendations concerning acquisition of new equipment.
4. Responsible for compliance with FCC rules and regulations.
5. Works closely with Department Heads to cooperatively improve the technical quality of KFUA programming.
6. Acts as Recording Engineer, or assigns Engineer for remote recordings of special groups such as KFUA choir, etc.
7. Acts as substitute Engineer in cases of absence or emergency.
8. Develops long-range plans and proposals concerning equipment replacements and acquisitions for Board study and use in long-range planning.
9. Assists in the preparation of the annual budget relating to the Engineering Department.

10. Works closely and cooperates with Telephone Company personnel to encourage preferential treatment of KFUD needs.
11. Assists in the performance evaluation and salary administration of assigned Engineering personnel.



TITLE: Engineer

DEPARTMENT: Engineering

002438

REPORTS TO: Chief Engineer

PRIMARY RESPONSIBILITIES: In accordance with prescribed procedures and techniques operates broadcast equipment to produce the best possible sound transmission of KFUO programming. As necessary does taping and technical production of program material.

## TYPICAL FUNCTIONS:

1. Operates transmitters, control board and reproduction equipment to transmit quality programming without interruption.
2. Cooperates with and assists performers to accomplish professional type programming.
3. Monitors all programming to assure continuity.
4. Reports malfunctioning equipment to Chief Engineer.
5. Performs minor maintenance of equipment.
6. Maintains required program and equipment logs.
7. As assigned makes on-air announcements of program identifications, news, weather and special information.
8. When switchboard not open receives telephone calls giving requested information when possible, or referring calls to proper party.
9. Performs related tasks such as dubbing, production, taping etc.

002444

TITLE: Secretary - Development &amp; PR

DEPARTMENT: Development &amp; PR

REPORTS TO: Director-Development &amp; Public Relations

PRIMARY RESPONSIBILITIES: Under the direction of the Director of Development and Public Relations performs secretarial and clerical duties attendant to the office of Development and Public Relations. Develops and prepares layouts for promotional and fund raising printed matter. Works with 'Volunteers' in preparation for mailings etc. Assists in the development of Computer programs for research and study of fund raising efforts.

## TYPICAL FUNCTIONS:

1. Prepares correspondence for Director of Development & PR.
2. Prepares layouts and edits copy for printed materials.
3. Assists in the arrangement of work to be performed by volunteers, and helps supervise their efforts.
4. Develops and prepares statistical reports for fund raising studies and projections.
5. Assists in exhibition booths at conventions as needed.
6. Works with AM and FM mailing lists.
7. Acts as relief Receptionist when needed.

002445

TITLE: Manager - Administrative Services

DEPARTMENT: Administrative Services

REPORTS TO: General Manager

PRIMARY RESPONSIBILITIES: Provides management services and aids in the form of secretarial and clerical services, data processing, reports, records, filing system etc. Supervises the use and control of Computer and/or Word Processing Equipment. Develops formats and programs for the efficient use of data processing equipment in order to provide additional management tools. Receives and records, in accordance with adopted procedures, all cash receipts. Supervises processing of incoming and outgoing mail and packages.

## TYPICAL FUNCTIONS:

1. Provides Secretarial services for the General Manager.
2. Receives and records daily cash receipts according to procedures approved by the Auditors.
3. Maintains the Station's official filing system.
4. Develops formats for transfer of information to computer system.
5. Develops computer programs for retrieval of desired information from storage for mailing, statistical studies and reports and for fiscal analysis.
6. Works closely with Department Heads to develop systems and programs tailored to the needs of their specific departments.
7. As requested, prepares special reports for use of the Board.
8. Maintains accurate and current files of all documents required by government and/or other agencies.
9. Receives and records information relative to Wills and Bequests with copies to Director of Development and Public Relations.
10. Trains and supervises clerical personnel as assigned.
11. Assists in the development and preparation of the annual budget.
12. Assists in the performance evaluation and salary administration of assigned personnel.

# KFUO//LUTHERan RADIO

## POSITION GUIDE

**TITLE:** Administrative Assistant

**DEPARTMENT:** Administrative Services

**REPORTS TO:** Manager - Administrative Services

**002446**

**PRIMARY RESPONSIBILITIES:** Shall assist the Manager of Administrative Services through the use of the computer to provide data processing, reports, filing system and all applicable business transactions. Assist in developing formats and programs for the efficient use of data processing equipment in order to provide additional management tools. Through the use of the computer to keep track of donors and prospects lists and print receipts and thank you letters. Print financial statements and keep track of the business affairs of the station in accordance with adopted procedures.

### TYPICAL FUNCTIONS:

1. General Ledger transaction entry.
2. Develop and maintain formats for Financial Statements and reports. Generate such Financial Statements and Reports.
3. Maintain Donors Records.
4. Maintain various mailing lists.
5. Generate Donors Receipts and Thank you notes.
6. Generate mailing labels as required.
7. Develop and assist in developing any additional accounting, record keeping, data processing, or word processing procedures that the station determines to be necessary or advantageous.

## KFUO//LUTHERan RADIO

## POSITION GUIDE

002447

TITLE: Steno - Clerk

DEPARTMENT: Administrative Services

REPORTS TO: Manager - Administrative Services

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PRIMARY RESPONSIBILITIES: Under the supervision of the Manager - Administrative Services performs stenographic and clerical duties as assigned.

## TYPICAL FUNCTIONS:

1. Assists in the maintenance of donor files and records.
2. Operates various types of office equipment.
3. Assists in the packaging and mailing of materials.
4. Assists in the operation of and programming of the Computer.
5. As assigned does general filing.
6. As assigned may perform relief Receptionist work.

# KFUO//LUTHERAN RADIO

## POSITION GUIDE

002448

TITLE: Director. - News & Public Affairs

DEPARTMENT: News & Public Affairs

REPORTS TO: General Manager

**PRIMARY RESPONSIBILITIES:** Under the general direction of the General Manager and guided by the broad policies set forth by the Board for Radio Station KFUD, plans, develops and creates news and public affairs programming to fulfill the Station's obligations to its listening audience and licensing requirements. Serves as the Station's on-the-air "personality" in the fields of news and public affairs. Trains and supervises part-time announcers. Develops and produces programming that will enhance the image of the Lutheran community.

**TYPICAL FUNCTIONS:**

1. Programs daily news broadcasts of both local and national news.
2. Selects sources and develops format for live news broadcasts.
3. Trains news announcers in the delivery of news and supervisors their scheduling and other activities in relation to their duties.
4. Develops contacts with state and local government officials for on-air interviews as well as providing authoritative sources for public interest programming.
5. Cooperates with Lutheran organizations and area groups to publicize their activities.
6. Keeps abreast of Government regulations affecting the broadcast of news and public affairs.
7. Produces specialty programs of general interest or for special interest groups such as Senior Citizens, etc.
8. In addition to news broadcasts, acts as interviewer of dignitaries and/or moderator of panel shows.
9. Develops and schedules 'Community Calendar' type programs of interest to St. Louis area listeners.
10. Close consultation and coordination with other departments, offering assistance and utilizing expertise of others in the cause of News and Public Affairs on KFUD.

# KFUO//LUTHERan RADIO

## POSITION GUIDE

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002449

TITLE: Announcer - New and Public Affairs

DEPARTMENT: News and Public Affairs

REPORTS TO: Director - News and Public Affairs

PRIMARY RESPONSIBILITIES: Under the direction of the Director-News and Public Affairs broadcasts daily news programs including public affairs announcements.

### TYPICAL FUNCTIONS:

1. Scans news-wire copy for suitable material for locally produced news programs.
2. Gives on-air weather reports, temperature readings etc.
3. Working from prepared scripts introduces various programs.
4. As scheduled reads public service and/or affairs announcements and features.
5. Performs other announcing assignments as assigned.

## KFUO//LUTHERan RADIO

## POSITION GUIDE

002458

TITLE: MANAGER•BUSINESS SERVICES

DEPARTMENT: ADMINISTRATION

REPORTS TO: GENERAL MANAGER

**PRIMARY RESPONSIBILITIES:** In keeping with Synodical policies provides for managerial planning and control through formulation of accounting and costing standards and procedures, preparation of financial statements, cost controls, maintenance of books of accounts, custody of Station funds and securities. Supervises the Building maintenance and provides for the purchasing of all Station supplies and materials and subsequent inventory control. Administers Employee welfare and benefit programs and payroll procedures.

**TYPICAL FUNCTIONS:****I FINANCIAL AND CASH MANAGEMENT**

- (1) Deposit of funds in Banks or Savings Institutions.
- (2) Payment of Station obligations through proper disbursement procedures.
- (3) Maintains records of cash transactions.
- (4) Management of petty cash and bank balances.
- (5) Forecasts of cash receipts and disbursements.
- (6) Maintains a system of accounting and cost reports to assist management.
- (7) Prepares prescribed financial reports according to established schedules.
- (8) Assists in the preparation of annual budgets.
- (9) Prepares reports to Governmental agencies.
- (10) Prepares semi-monthly payroll and ancillary reports.

**II PURCHASING**

- (1) Negotiates or arranges for the purchase of all material, equipment and supplies.
- (2) Secures quotations and places purchase orders.



- (3) Maintains constant study of purchasing policies, current prices, sources of supply, inventory practices to ensure maintenance of most economical policies and procedures.
- (4) Arranges for disposal of scrap, obsolete equipment and supplies.
- (5) Negotiates the purchase of service contracts for building and equipment.

### III BUILDING MAINTENANCE AND SERVICES

- (1) Provides for and supervises telephone answering and Receptionist activities.
- (2) Provides for the care and maintenance of building interior and exterior.
- (3) Arranges for necessary office equipment, furniture and supplies.
- (4) Controls and maintains parking and adjacent areas.
- (5) Supervises custodian and/or custodial services.

### IV EMPLOYEE BENEFITS

- (1) Assures that each employee is properly covered by available plans.
- (2) Discusses plans with new employees.
- (3) Processes claim forms as needed.
- (4) Maintains supply of forms and booklets.
- (5) Develops vacation schedules.

### V MISCELLANEOUS

- (1) Works with Post Office and Delivery services in the interests of service to Station.
- (2) Maintains relations with the Seminary as to services and grounds.
- (3) Prepares statements and/or invoices for materials purchased from KFUD and supervises Accounts Receivable.
- (4) Assists in the performance evaluation and salary administration of assigned personnel.